

Screenings

By DON ALLEN

POME.

There was a man in our town
And he was wondrous dumb.
He tried to run a theatre
But it went on the bum.
So when he found that he was broke
And couldn't stand the strain,
He switched it to a cinema
And now he's rich again.

PHIL UMM SAYS

I met a subtitle writer last night
who kin speak English; but he ain't
never tried writin' it yet!

THE OLD BOX OFFICE.

What has more influence on motion
pictures than anything else in the
world?

(Read the last two words in the
heading over this little yarn.)

Anyway, the following letter from
B. P. Schulberg, President of Preferred
Pictures, Inc., is self-explanatory:

"I have just read a paragraph in
your column in which you register
violent protest at the announcement
of the change of title of 'Ching,
Ching, Chinaman' to 'Shadows.'
You say 'Ching, Ching, Chinaman'
was one of the best film titles you
ever read.

"And I quite agree with every word
of your protest. The original story
title, to me, possessed every requisite
of an ideal picture title. Since there
will be thousands of others who will
feel as you do about the change I will
try to explain why the substitution
was made.

"Before the conclusion of the final
scenes we received letters protesting
against the title. These letters were
from exchanges and theatre owners.
They claimed the title suggested an
Oriental picture. Then we made a

canvass of the country's theatre
owners and the verdict was unani-
mous against 'Ching, Ching, China-
man.'

"So, reader, it isn't hard to see,
even when the producer's heart is in
the right place, who controls the
naming of pictures.

"A BAS EUROPE."

Carl Laemmle, as observing a mo-
tion picture producer as ever switched
a title, is back in New York after
three months of intensive study of
the picture situation in Europe.

His opinion, summed up in a few
words, is that Europe won't do at
all as a production centre for Ameri-
can film companies.

"I am thoroughly convinced," said
Mr. Laemmle, "that Europe is not
the place to make pictures for America.
It is too far from the base of supplies
and American atmosphere is lacking.
"One thing I noticed in England,
however, that was a decided improve-
ment. American films are now being
released on the same date there as
they are in America. In the past,
before I started the simultaneous re-
leasings, England did not see pic-
tures sometimes until two years after
they had been released in America."

A HABIT.

Constance Talmadge unblushingly
admits she is addicted to a habit. Not
a riding habit, but a Chinese habit.

Now, don't get excited, because it
isn't really a bad habit she has ac-
quired at all.
But Constance, since she appeared
in "East is West," says she con-
tracted the habit of wearing Chinese
trousers and wants to keep it up. Of
course, worn with a Mandarin coat,
the trousers don't look like regular
Hartshaffner's specimens but are
really very modest.

And Constance says they're
mighty comfortable.

MARY II.

Mary Carr, the famous mother in
real and reel life, need never worry
about having to look far for an un-

derstudy. All she would have to do
in case she wanted to go to the ball
game or take a day off from making
a picture, would be to hand the hair
whitener to her eldest daughter and
stop worrying.

Recently we saw Mrs. Carr and her
interesting family in a box at the
theatre and, had the eldest daughter
silvered her hair before she entered,
we could not have told mother and
daughter apart. Every line, every
look, every gesture is the same.

Which, to our way of thinking, is
a right smart compliment to both.

"WHERE IGNORANCE," &C.

The company in which young
Ernest McKay, No. 788 in the child-
wonder series, is now working ad-
vanced for luncheon yesterday. Many
of them, including Ernest, went to a
restaurant, the proprietor of which
evidently was still working on the
theory that Barnum was right.

Seeing the frowns of his elders,
Ernest burst into a rippling laugh.
"That's all right for you to laugh,"

said Jerry Devine, another youngster,
"but you can't read these prices!"

OH!

The theatre owner in a small town
recently announced in the society col-
umn of the paper that "The Count
of Monte Cristo" would soon arrive
in town.

The next day an aged woman, much
given to bluff, stopped him on the
street and said:
"When is the dear Count going to
be here? I met him once during a
stay in Europe and do so much want
to see him again!"

IT COST \$50,000.

With a new and elaborate produc-
tion of Oliver Twist, with Jackie
Coogan as its star, all ready for dis-
tribution by First National, Sol Les-
ser, the producer, has spent much
time and \$50,000 (he says) in buying
up old films of the same name.

It seems that about eight years
ago a picture was made of the
story with the late Nat Goodwin as

Fagin and Marie Doro as Oliver.
Copies of this film were in storage
and in the hands of several film bro-
kers and Lesser wanted it all in his
own hand before he released his new
production.

Naturally, when the holding brokers
learned he was so anxious to corral
the old stuff, up went their prices.
It's a wonder it didn't cost Lesser
far more than the \$50,000 he claims
to have spent already.

STATIC.

Joseph M. Schenck, the movie pro-
ducer, now in Europe, is planning a
big film beauty contest in England. It
may be new stuff—in England!

Shirley Mason is now working hard
making "Shirley of the Circus." Her
leading man is George O'Hara. We
judge it is a story of the big tents,
but one never can tell from a film
title nowadays.

Otis Harlan, the old Hoyt musical
comedy star, is prominent in the cast
of "Without Compromise."
Jack Okey, director, and Paul Allen,

camera man of the John Brunton stu-
dios at Miami, are New Yorkers for a
spell. They'll be back among the
grapefruit in a few days, however,
and hard at work again.

Mabel Julienne Scott will star in
"The Power of a Lie."
"The Summons," a George Patullo
story, has been chosen for Frank
May's next starring vehicle. Sylvia
Reamer will play opposite him.

Herbert Rawlinson has just stepped
out of the thrills of "One Wonderful
Night" into those of "The Kidnap-
pers," a Richard Harding Davis story.
Leo Moran just finished "Three
Game Birds." We hope it is as funny
as "The Straphanger."

Baby Peggy is on a nice long va-
cation following the shooting of the
last scene in "Peg o' th' Movie."

Fritzie Brunette has been engaged
by Fox to play the feminine lead in
Buck Jones's next picture, "The Boss
of Camp Four."
The last shot taken before luncheon
is now known as the Kenneth Webb
studio as the "McSwiney."

West 42nd St.

Stern Brothers

West 43rd St.

Women's Fur Coats and Wraps

At Very Special Prices for Friday and Saturday

So soft, fine, and lustrous, so beautifully matched,
and so smartly designed are these fur garments,
that they become an investment rather than a
mere purchase.

NATURAL MUSKRAT COATS,
40-inch length; dark skins; chin collar, \$122.50

LEOPARD CAT COATS—40-inch;
collar and cuffs of raccoon or nutria, \$159.50

CARACUL COATS with skunk col-
lar and cuffs; 40-inch length . . . \$215

MOLE CAPES—Full length, chin col-
lar, full sweep . . . \$265

TAUPE NUTRIA COATS and CAPES—
Coats are 40 inches long; shirted collar;
full back. Capes are full length; chin collar, \$265

HUDSON SEAL COATS (Dyed
Muskrat)—40-inch length, with skunk
collar and cuffs; ripple back . . . \$295

NATURAL SQUIRREL CAPES—
Full length; very fine clear skins . . . \$775

ERMINE CAPES—Full length . . . \$1275

NATURAL MINK CAPES—Full length with
circular border; fine quality; dark
skins . . . \$1300

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Women's Imported Motor and Travel Coats

Appropriately and warmly the thing, these coats
will brave all weathers with undiminished smart-
ness—their good looks are the sturdy sort that last
through storm and shine.

Mannish styles from such prominent makers as Burberry,
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\$39.50 to 79.50

Made expressly for STERN BROTHERS, they may be
had in smart heather mixtures, grey, brown, green, over-
plaids, checks, or oxford. Double or single-breasted, full-
belted styles, with large patch pockets. Set-in or raglan
sleeves. Silk lining to the waist. Sizes 34 to 46.

A Very Special Purchase enables us to offer for Friday and Saturday

2500 Hand-Made Philippine Undergarments

At prices which represent a saving of ONE-HALF on the usual value.

Hand-made with minute and delicate skill, this underwear shows intricately lovely
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of soft and snowy nainsock heightens its dainty charm and guarantees long service.

Nightgowns and Envelope Chemises, \$2.95 and 3.95

With either high or low necks, in round, square, and V effects. Sleeved or sleeveless.
The majority of envelope chemises match the gowns in patterns. Second Floor.

Golf Lessons by an experienced professional in the Sporting Goods Department.

A service invaluable to
beginner and advanced
player alike.

Whether you need in-
struction on the funda-
mentals of golf or wish
to master some of the
finer points of the game,
here is a man under
whose tuition you are bound
to make rapid progress.

Telephone Longacre 8000
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Rates by the hour or half hour.

Golf Bags, \$1 to \$25
Children's and Juvenile
Golf Outfits, comprising
bag and three clubs.

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Also a large and varied assortment of other
sporting goods equipment.

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Noteworthy Feature Values in

Domestic Rugs (Room Size)

An exceptional assortment comprising patterns and colors
to harmonize with the most refined of home furnishings.

Seamless Wilton Rugs

Beautiful Persian designs.

Size 9x12 . . . \$82
Size 8½x10½ . . . \$77.50
Size 6x9 . . . \$52

Extra Quality Royal Wiltons

New patterns and colorings.
Size 9x12 ft. . . . \$79.50

Axminster Rugs

Chinese and Persian designs.
Size 9x12 ft. . . . \$39.50 & \$58

The "Stern Brothers" VACUUM CLEANER

Efficient, durable, light in weight, and easy to run,
now on sale—Fifth Floor.

Complete with
attachments . . . \$42.50

Queen Quality Boot Shop

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West 34th St.32-34
West 34th St.

A Special Offering of Walking Oxfords

\$3.95



This is an opportunity, to buy splendid
Queen Quality Oxfords for present wear
and in anticipation of future needs.

While They Last—Friday and Saturday

BONWIT TELLER & CO

The Specialty Shop of Originations
FIFTH AVENUE AT 88TH STREET

Originality and Elegance Distinguish
Bonwit Teller & Co.
Versions of

THE CLOTH GOWN

FOR WOMEN

49.50 to 195.00

GOWNS so elegant in their simplicity, so re-
strained in their smartness as to be worthy
companions to their wearers at any daytime
social event. And whether it be a yoke of Per-
sian embroidery, a delft little Parisian monogram
or unique applique of braid, it is smart, in-
dividual and distinctive.

In the New Shades of Brown,
Navy and Black, in

FOIRET TWILL KASHA CLOTH
FIQUETINE JUINA DUVETYN
HELIOSEA
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Fifth Avenue at 35th Street — N. Y.
Established 1879

Exceptional Values in Smart Fur Neckwear

Gray Squirrel Scarfs . . .	15.00
Dark Mink Scarfs . . .	22.50
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New Short Jaquettes At Moderate Prices

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FRIDAY

SATURDAY

The Sportswear Section

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for the special interest of the October
sportswoman:



TAILORED SPORT BLOUSES—fine dimity with Peter Pan and tuxedo collars— were \$2.00 and \$2.18.	1.58
WOOL SKATING SWEATERS—new slipover models with large convertible collar, buttoning at neck—were \$10.18.	8.48
SPORT HATS—of smart colored plain or rough finish felts with matching bands— were \$2.00.	2.25
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MISSES' KNICKER HOSE—brown, beige and gray —with novelty tops— were \$2.95.	1.75

SPORTSWEAR SECTION—Second Floor.

See Pages 11 and 31 for Other Hearn Advertising

John Daniell, Broadway and Sons. 8th and 9th Sts.

Another Lot of SWEATERS For Men and Boys

At Less Than 1/2 Regular Prices

ANOTHER PURCHASE OF HIGH GRADE ALL WOOL
AND WORSTED SWEATERS—MANUFACTURER'S
SAMPLES, ODD LOTS AND BROKEN ASSORTMENTS
OFFERED AT TREMENDOUS PRICE CONCESSIONS
FOR QUICK CLEARANCE.

COAT MODELS WITH LARGE ROLL COLLARS, V
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MEN'S SIZES 38 TO 42
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BOYS'—VALUES 4.00 to 8.00, AT	2.95
MEN'S—VALUES 5.00 TO 9.00, AT	3.35
MEN'S—VALUES 10.00 TO 12.50, AT	5.95